Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.(Currently Amended)   A data distribution method of distributing data selected for each of a plurality of user terminals from a distribution center to each user terminal through a communication network, comprising the steps of:

a) distributing various data to a user terminal among said plurality of user terminals, said various data being advertising data not requested by said user terminal;

b) selecting at said user terminal, using a first user operation, at least one data among said various data which the user desires to receive, said selected data being desired data;

c) selecting at said user terminal, using a second user operation, at least another data among said various data which the user does not desire to receive, said selected data being undesired data;

d) sending a notification to notifying the distribution center of a content of the first and second user operations contents of user operation for the various data distributed to the user terminal;

e) causing the distribution center to receive the a notification from the user terminal;

f) selecting data to be subsequently distributed to the user terminal by using the contents of the first and second user operations user operation contained in the notification from the user terminal; and

g) distributing the selected data to the user terminal; and

h) performing steps a) through g) for each of said plurality of user terminals.

2. (Currently Amended)   A method according to claim 1, wherein

-2-

an identification code~~s~~ for identifying <u>said various</u> data <u>are</u> ~~is~~ attached to the <u>various</u> data distributed from the distribution center, and

the <u>notification includes</u> ~~terminal notifies the distribution center of the~~ contents of the <u>first and second</u> user operation in correspondence with the identification code<u>s</u>.

3.(Currently Amended)   A method according to claim 1, wherein when the data distributed to the terminal is deleted by the user, the terminal notifies the distribution center of <u>a</u> deleting operation as contents of <u>said second</u> user operation.

4. (Currently Amended)   A method according to claim 1, wherein when the data distributed to the terminal is saved by the user, the terminal notifies the distribution center of <u>a</u> saving operation as contents of <u>said first</u> user operation.

5.(Currently Amended)   A method according to claim 1, wherein after distributing <u>some of said various</u> data to the <u>user</u> ~~portable~~ terminal, the distribution center stops distributing <u>other of said various</u> ~~next~~ data to the <u>user</u> terminal until <u>said</u> ~~a~~ notification ~~of user operation~~ is received from the <u>user</u> terminal.

6. (Currently Amended)   A data distribution system for distributing data selected for each of a plurality of user terminals from a distribution center to each user terminal through a communication network, comprising:

<u>a) means for distributing various data to each user terminal among said plurality of user terminals, said various data being advertising data not requested by said each user terminal;</u>

<u>b) means for selecting at said each user terminal, using a first user operation, at least one data among said various data which the each user desires to receive, said selected data being desired data;</u>

<u>c) means for selecting at said each user terminal, using a second user operation, at least another data among said various data which the each user does not desire to receive, said selected data being undesired data;</u>

-3-

d) sending a notification to the distribution center of a content of the first and second user operations for the various data distributed to the each user terminal;

e) means for causing the distribution center to receive the notification from the each user terminal;

f) means for selecting data to be subsequently distributed to the each user terminal by using the contents of the first and second user operations contained in the notification from the each user terminal;

g) means for distributing the selected data to the each user terminal.

~~message reply means which is prepared in the user terminal to notify the distribution center of a message containing contents of user operation for distributed data upon reception of the distributed data; and~~

~~data distribution means which is prepared in the distribution center to distribute, to the user terminal, data selected in accordance with the contents of the user operation contained in the received message upon reception of the message received from the user terminal.~~

7. (Currently Amended) A system according to claim 6, wherein

said data distribution center comprises:

a first table storing data to be distributed to the plurality of user terminals; and

a second table for updating/storing contents of each user operation notified from the plurality of user terminals for each user terminal, and

said means for selecting data to be subsequently distributed to the each user terminal includes data distribution means for updating/storing ~~updates/stores~~ contents of said second table in accordance with the contents of the first and second user operations ~~user operation~~ contained in notificatona ~~received message upon reception of the message from the user terminal~~, and selects additional data to be distributed to the plurality of user terminals~~terminal~~ in accordance with the updated contents of the second table ~~user operation~~.

-4-

8. (Currently Amended)   A system according to claim 7, further comprising an upload terminal for transmitting, to said first table, data to be distributed to the plurality of user terminalsterminal.

9. (Currently Amended)   A data distribution apparatus for distributing data selected for each of a plurality of users user to a plurality of user terminals corresponding to each of said plurality of userseach user terminal through a communication network, comprising:

communication control means for receiving a message containing contents of a first and a second user operation for various data distributed to from each of the plurality of user terminalsterminal, said first user operation selecting at least one data which the user desires to receive, said selected data being desired data, and said second user operation selecting at least other data which the user does not desires to receive, said selected data being undesired data, said various data being advertising data not requested by said user terminal;

data processing means for analyzing the message received by said communication control means and identifying the message containing the contents of the first and second user operation for each of said plurality of users; and

analyzing means for selecting data to be subsequently distributed to the plurality of user terminals terminal by analyzing the contents of the first and second user operations user operation contained in the message identified by said data processing means for each of said plurality of users.

10. (Currently Amended)   A system according to claim 9, wherein

said system further comprises:

a first table storing various data to be distributed to the plurality of user terminals, said various data being advertising data not requested by said plurality of user terminals; and

a second table for updating/storing contents of <u>the first and second user operations</u> ~~user operation~~ notified from the <u>plurality of</u> user terminals ~~for each user terminal~~, and

said second table is updated/stored in accordance with the contents of <u>first and second user operations</u> ~~user operation~~ contained in a received message upon reception of the message from the <u>plurality of user terminals</u> ~~user terminal~~, and data to be distributed to the <u>plurality of user terminals</u> ~~user terminal~~ is selected in accordance with the updated contents of <u>second table</u> ~~user operation~~.

11. (Currently Amended)   A recording medium recording a data distribution program for distributing <u>various</u> data selected for each of a plurality of user terminals from a distribution center to each <u>of said plurality of</u> user <u>terminals</u> ~~terminal~~ through a communication network,

the data distribution program <u>executable on a computer for performing the following steps of:</u> ~~comprising a program for executing the steps of:~~

notifying the distribution center of contents of <u>a first and second</u> user operation for the <u>various</u> data distributed to the user terminal<u>, said first user operation selecting at least one data which the user desires to receive, said selected data being desired data; and said second user operation selecting at least another data which the user does not desires to receive, said selected data being undesired data, said various data being advertising data not requested by said user terminal</u>;

causing the distribution center to receive a notification from <u>each of the plurality of user terminals</u> ~~the user terminal~~;

selecting data to be subsequently distributed to <u>each of the plurality of user terminals</u> ~~the user terminal by~~ using the contents of the <u>first and second user operations</u> ~~user operation~~ contained in the notification from <u>each of the plurality of user terminals</u> ~~the user terminal~~; and

distributing the selected data to the <u>plurality of user terminals</u> ~~user terminal~~.

-6-